

# Big Flu Sale Coats, Suits <sup>A N D</sup> Dresses

On account of the store being closed so long during the Flu epidemic we have too many coats, suits and dresses for this time of the year.

**BEGINNING NOVEMBER 15th and CLOSING NOVEMBER 23rd**  
**1-4 Off our entire line Ladies Suits. 1-4 Off**

The classiest line of coats ever brought to Clovis go in this sale at 25 per cent off. Our dress line ranges in price from \$17.50 to \$75.00, all go in this sale at 25 per ct. off. This is a great opportunity to select bargains in Coats, Suits and Dresses from a full stock

## KENDALL DRY GOODS CO.



### Unlike Topsy— Swift & Company Has Not "Jest Grown"

Swift & Company, in fifty years of well ordered growth, has become one of the great national services because it has learned to do something for the American people which they needed to have done for them, in the way in which they preferred to have it done.

It has met each successive demand, in the changing conditions of national life, by getting good meat to increasing millions effectively, efficiently, economically, and expeditiously.

The Swift & Company packing plants, refrigerator cars, car routes, branch houses, organization, and personnel of today are the practical solutions, born of practical experience, to the food problems of half a century.

Because of all these elements working in correlation and unison, Swift & Company is able to supply more and better meat to more people than would have been possible otherwise, at a net profit per pound of meat so low (a fraction of a cent) that the consumer price is practically unaffected.

Strip away any portion of this vast, smooth-running human machine, and you make a large part of the meat supply uncertain, lose the benefit of half a century of fruitful experience, and scatter the intelligent energies of men who have devoted a life work toward meeting the needs of a nation in one vital field.

The booklet of preceding chapters in this story of the packing industry will be mailed on request to  
 Swift & Company,  
 Union Stock Yards, Chicago, Illinois.

Swift & Company, U. S. A.



Let the News do Your Printing

#### AUCTION CLUB

The Thursday Auction Club met with Mrs. W. H. Duckworth this week.

#### WOMAN'S CLUB

There will be a business meeting of the Clovis Woman's Club Tuesday, November 19th at the home of Mrs. J. C. Beards. All members are urged to be present.

#### PROGRESS CLUB

The Progress Club met socially with Mrs. E. W. Rowyer Tuesday afternoon. The next meeting will be with Mrs. C. W. Harrison, Tuesday, Nov. 26th.

#### AVIATOR WRITES ABOUT BRINGING DOWN PLANE

The News man had the pleasure this week of reading an interesting letter from Lieut. J. C. Cone in the Arkansas Gazette, published at Little Rock. Lieut. Cone is in the aviation and is a cousin to Messrs. H. E. and C. C. Baker of this place. This letter told of his personal experience in bringing down a Hun plane all alone while the machines were at a height of 12,000. The following is taken from Mr. Cone's letter:

"Most of my work has been in the Verdun sector and I have shot down at least one boche airplane. Yesterday, on October 3, I happened about 1:45 p.m. as we were returning from a trip into Germany. I surprised the pilot of the Hun machine while his observer was evidently taking photographs of our artillery, and after about 20 shots he took a headlong dive for No Man's Land from about 12,000 feet. I was, of course, very much elated, as it was the first enemy plane I had ever attacked alone; however, I had been on several patrols when we had regular dog fights with several Huns. I hope I will be able to get several more within the next two weeks as I have received orders to return to our chase, finishing school to take charge of advanced flying."



The Third Chapter of the Serial "Hands Up" shown at the Lyceum, Friday night, Nov. 15th and Matinee Saturday, Nov. 16th. Also Wallace Reid in "The Source" adapted from the story in Saturday Evening Post.

#### CLOVIS CIRCUIT ANNOUNCEMENT

Bethel—First Sunday, 11:00 a. m. and 7:30 p. m.

Ranchvale—3:00 p. m., first Sunday; Moyle Chapel—Second Sunday, 11:00 a. m. and 7:30 p. m.

Fairfield—Second Sunday at 3:00 p. m.

Claud—Third Sunday at 11:00 a. m. and 7:30 p. m.

Blacktower—Fourth Sunday at 11:00 a. m. and 7:30 p. m.

Havener—Fourth Sunday at 3:00 p. m.

JOHN G. CHANCEY, Pastor.

#### Catarrah for Twenty Years

### PERUNA

Mrs. M. S. Davis, 1607 10th Ave., N. Nashville, Tenn., writes:

"After having been a constant sufferer from catarrh for more than twenty years and after trying almost every remedy advertised, and having lost all hope, I very reluctantly began the use of Peruna about two years ago. Everybody says I look younger now than I did twenty years ago, and I actually feel younger and better, and weigh more. I am recommending it to my neighbors and all with whom I come in contact."

Sold Everywhere

MADE  
ME  
WELL



Liquid or Tablet Form



Only six weeks until Christmas and it's time now to have your gifts put aside. We have a wonderful array of pretty things that you will feel like buying now that we have peace. A complete line of



Cut Glass  
 Pyrex Baking Dishes  
 Hand Painted China  
 Ivory Goods  
 Silverware  
 Wrist Watches  
 Solid Gold Insignia Rings  
 Photo Locketts  
 Comfort Kits

and hundred of things suitable for the soldier boy or every member of the family at home.

## DENHOF JEWELRY CO.

Jewelers and Opticians